



MY BLUE PIE MUSIC STORE

WHITE PAPER

www.mybluepiemusic.com

Client : My Blue Pie Music

Project: Build the new "mybluepiemusic" white lable music store.

About: This document provides a summary of all the features, functions, design, graphics, systems, Google Analytics, Logo, Comp Cards, and general digital media that we created and managed for the client.





Branding & Website Development

www.mybluepiemusic.com

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- WEBSITE HOME PAGE



User Friendly Navigation bar

Main Header Design, Creative Graphics.

Flash Animation advertising different artists. By clicking on an artist it takes you to their album.

Find what you want fast using the search engine.

Quick and easy way to browse for an artist/album using the checklist.

Top ten albums and artists, plus recent additions sections.

Forms of payment

Hot Albums - Clicking on these will take you to more details about the particular album.

Extra info on quality, payment, downloads and Browsers to use.

Featured artists and labels

Professional Design & Layout

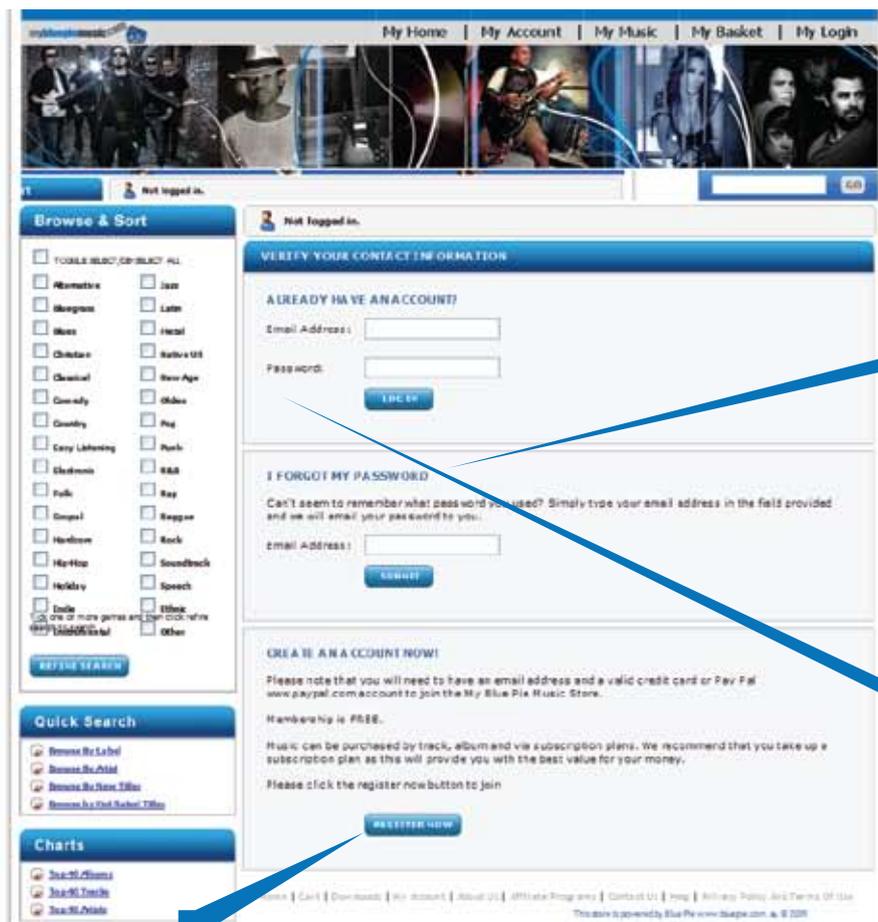
Link buttons, Banners, Headers, background, Layout, colour scheme, animations



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- WEBSITE MY LOGIN PAGE & MY ACCOUNT PAGE



If you have forgotten your password an email will be sent directly to your email address.

Login here if you already have an account

Create an account



Account information includes:

A summary of your details, vouchers, preferences, password, purchase history, free stuff. As well as an update information option.





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- WEBSITE MY MUSIC

Navigation: My Home | My Account | My Music | My Basket | My Login

Welcome, Bill [Logout](#)

YOUR MUSIC

ARTIST	DESCRIPTION	DURATION	PRICE (USD)	CREDITS	NUMBERS OF DOWNLOADS	DOWNLOAD
Jerry Drake	Do You Remember (A Tribute To Big Bands)	02m48s	\$ 0.99	1	19	DOWNLOAD
Jerry Drake	Do You Remember (A Tribute To Big Bands)	02m48s	\$ 0.99	1	19	DOWNLOAD
Jim Hansen	Guardian Angel (pop)	04m29s	\$ 0.99	1	5	DOWNLOAD
Valerie M	Show Me Love	07m37s	\$ 0.99	1	11	DOWNLOAD
Brahma Kumaris	Thinking and Cycles	02m29s	\$ 0.99	1	2	DOWNLOAD
Brahma Kumaris	Influence and Labels	08m41s	\$ 0.99	1	4	DOWNLOAD
Jack Hallam	Latina Bailon	03m30s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Bahia De La Habana	03m26s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Latina Utopia	04m12s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	El Bailar En La Brisa	04m51s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Life's A Beach	03m17s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Sancti Spiritus	05m26s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Instant Satisfaction	02m32s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Marajo Bay	03m03s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Braziliance	03m52s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Cayo Largo	05m36s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Rio Cauro	02m42s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Zunzunite	03m16s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Nueva Ofa	02m17s	\$ 0.99	1	1	DOWNLOAD
Jack Hallam	Cidade Maravilhosa	07m39s	\$ 0.99	1	1	DOWNLOAD

→ List of music which you can download. It lists the statistics behind the downloads e.g number of downloads etc.



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- WEBSITE MY BASKET

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My Home | My Account | My Music | My Basket | My Login

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Browse & Sort

TOGGLE SELECT/DE-SELECT ALL

- Alternative
- Bluegrass
- Blues
- Christian
- Classical
- Comedy
- Country
- Easy Listening
- Electronic
- Folk
- Gospel
- Hardcore
- Hip-Hop
- Holiday
- Instrumental
- Jazz
- Latin
- Metal
- Native US
- New Age
- Oldies
- Pop
- Punk
- R&B
- Rap
- Reggae
- Rock
- Soundtrack
- Speech
- Ethnic
- Other

Tick one or more genres and then click refine search to search

YOUR CART

ARTIST	DESCRIPTION	DURATION	PRICE(USD)	CREDITS	SELECT
There is nothing in your shopping cart					

Home | Cart | Downloads | My Account | About Us | Affiliate Programs | Contact Us | Help | Privacy Policy And Terms Of Use

This store is powered by Blue Pie www.bluepie.com.au © 2009

When you have chosen items to go into your shopping basket you can see them here with a description about the item.



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- WEBSITE SEARCH & ALBUM SECTION

Quick Search

- [Browse By Label](#)
- [Browse By Artist](#)
- [Browse By New Titles](#)
- [Browse by Hot Rated Titles](#)

Search for your track using Quick Search and browse by either Label, Artist, New or hot titles.

NO	TRACK NAME	DURATION	PRICE (AUD)	CHOOSE	SELECT ALL
1	One of Us	03:08	\$ 0.99	1	<input type="checkbox"/>
2	Don't Be Afraid to Hug	03:20	\$ 0.99	1	<input type="checkbox"/>
3	Somebody Hit	03:22	\$ 0.99	1	<input type="checkbox"/>
4	Don't Worry	03:14	\$ 0.99	1	<input type="checkbox"/>
5	I'm So Glad, I'm So Proud	03:50	\$ 0.99	1	<input type="checkbox"/>
6	Just to Go	03:08	\$ 0.99	1	<input type="checkbox"/>
7	Warrior's Message	03:20	\$ 0.99	1	<input type="checkbox"/>
8	D.P.C.	03:29	\$ 0.99	1	<input type="checkbox"/>
9	Johnny Jay Rule	03:24	\$ 0.99	1	<input type="checkbox"/>
10	Redhead	03:22	\$ 0.99	1	<input type="checkbox"/>
11	Somebody	03:40	\$ 0.99	1	<input type="checkbox"/>
12	Someone in a Row	03:44	\$ 0.99	1	<input type="checkbox"/>
13	Visit & Little Home	03:00	\$ 0.99	1	<input type="checkbox"/>
14	Living in	03:40	\$ 0.99	1	<input type="checkbox"/>
15	Stacy's Song	03:27	\$ 0.99	1	<input type="checkbox"/>
16	Small Town Love	03:47	\$ 0.99	1	<input type="checkbox"/>
17	Remain Control	03:14	\$ 0.99	1	<input type="checkbox"/>

Send this as a gift or add to your cart

Track Information

You can write a review on the album

Clicking on an artist takes you directly to their Album Details

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- WEBSITE GIFT CARDS & BLUEPIE RADIO



Gift Cards can be purchased here, you can send it to your friends via SMS, print it out or email it.



Click on this to listen to the blue pie radio





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- LOGO

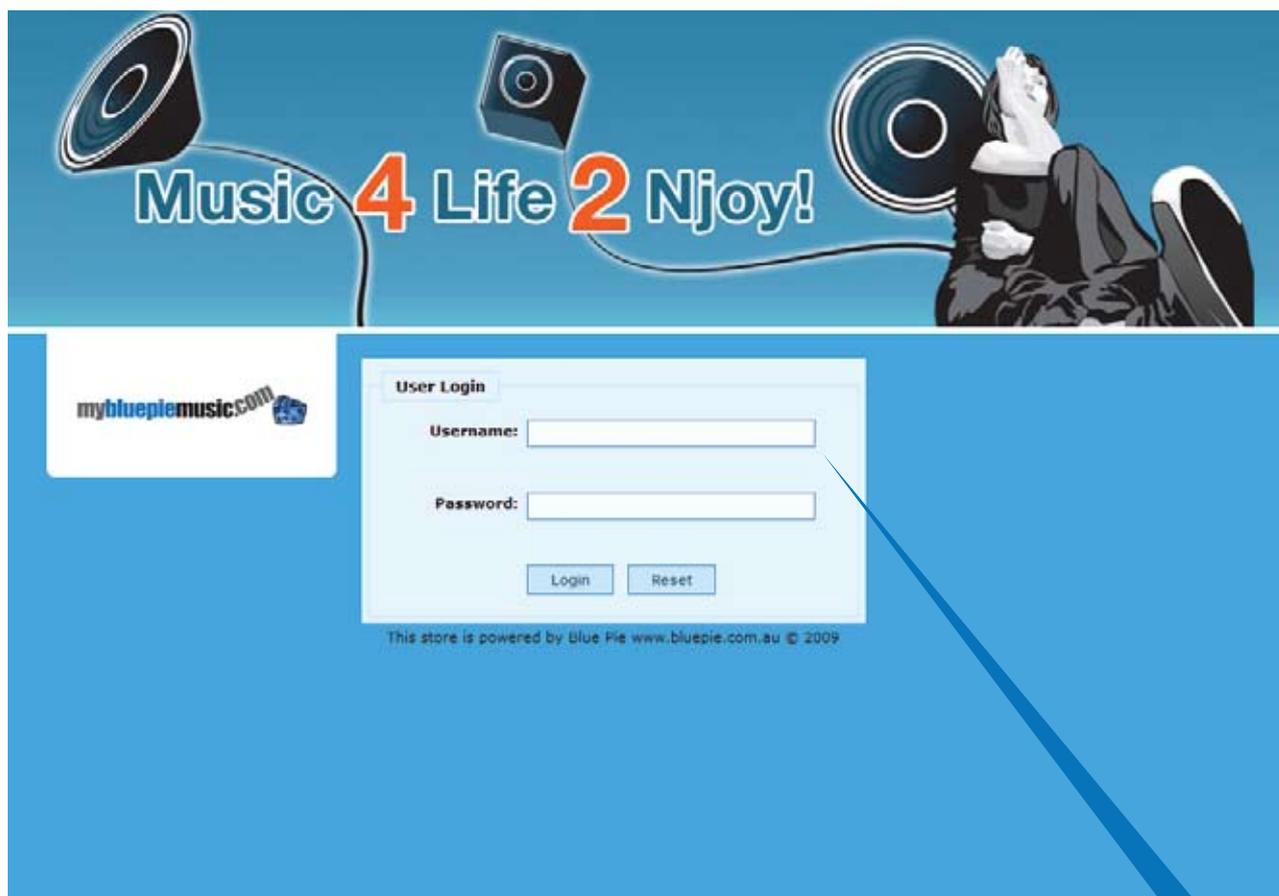




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- ADMIN CONSOLE - LOGIN



Login here to go to the Admin console to manage the my blue pie music website



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- ADMIN CONSOLE - HOME

Main Navigation Bar

The screenshot shows the 'Blue Pie Admin Panel' dashboard. At the top, there is a navigation bar with tabs for 'Home', 'Music Management', 'Content & Catalogue', 'Sales', 'Watchers', 'Performance', and 'System'. Below this, the main content area is divided into several sections:

- Google analytics report for 2009-11-22:** A line graph showing sales trends over time.
- Top 5 Albums:** A table listing the top-selling albums.
- Top 5 Artists:** A table listing the top-selling artists.
- Top 5 Tracks:** A table listing the top-selling tracks.
- Navigation Column:** A sidebar on the right containing various management options like 'Music Management', 'Content & Catalogue', 'Sales', 'Watchers', 'Performance', and 'System'.

Google analytics report in a graph

List of the Top 5 Sales, Artists, Tracks & Albums.

Navigation column - shows all sections

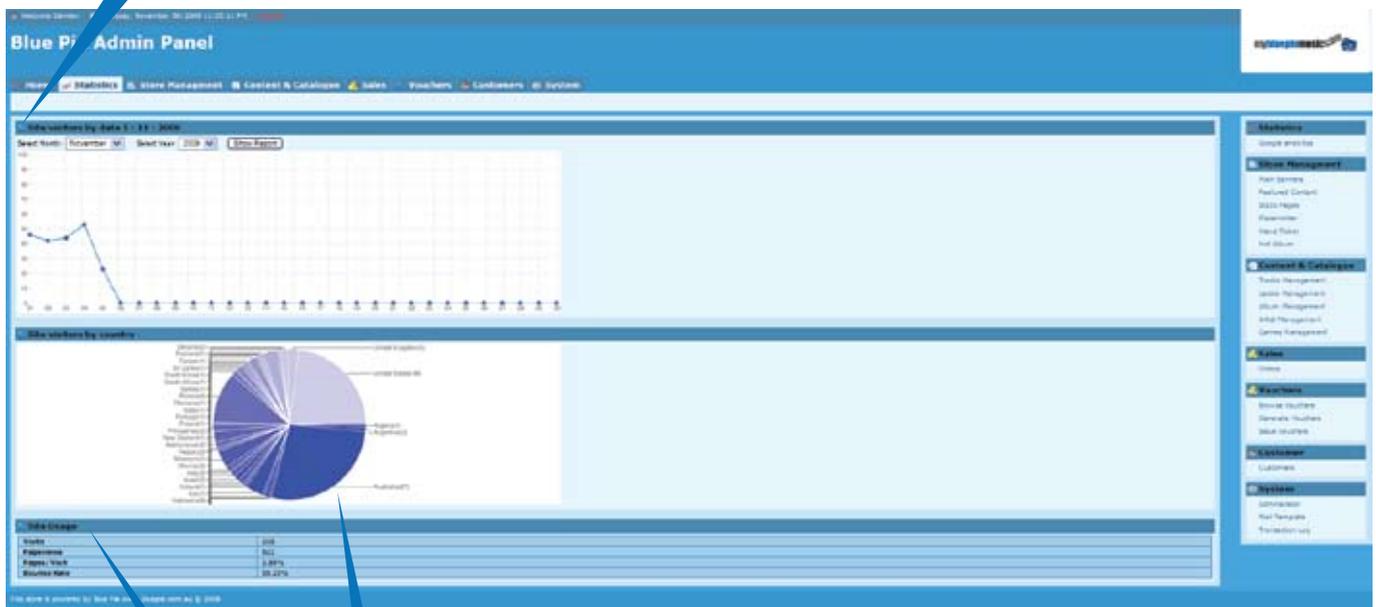


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- ADMIN CONSOLE - STATISTICS PAGE

Graph showing site visitors - with a feature to narrow down the report by allowing you to choose the month and the year.



Site usage including: Visits, Page views, bounce rate

Site visitors by country



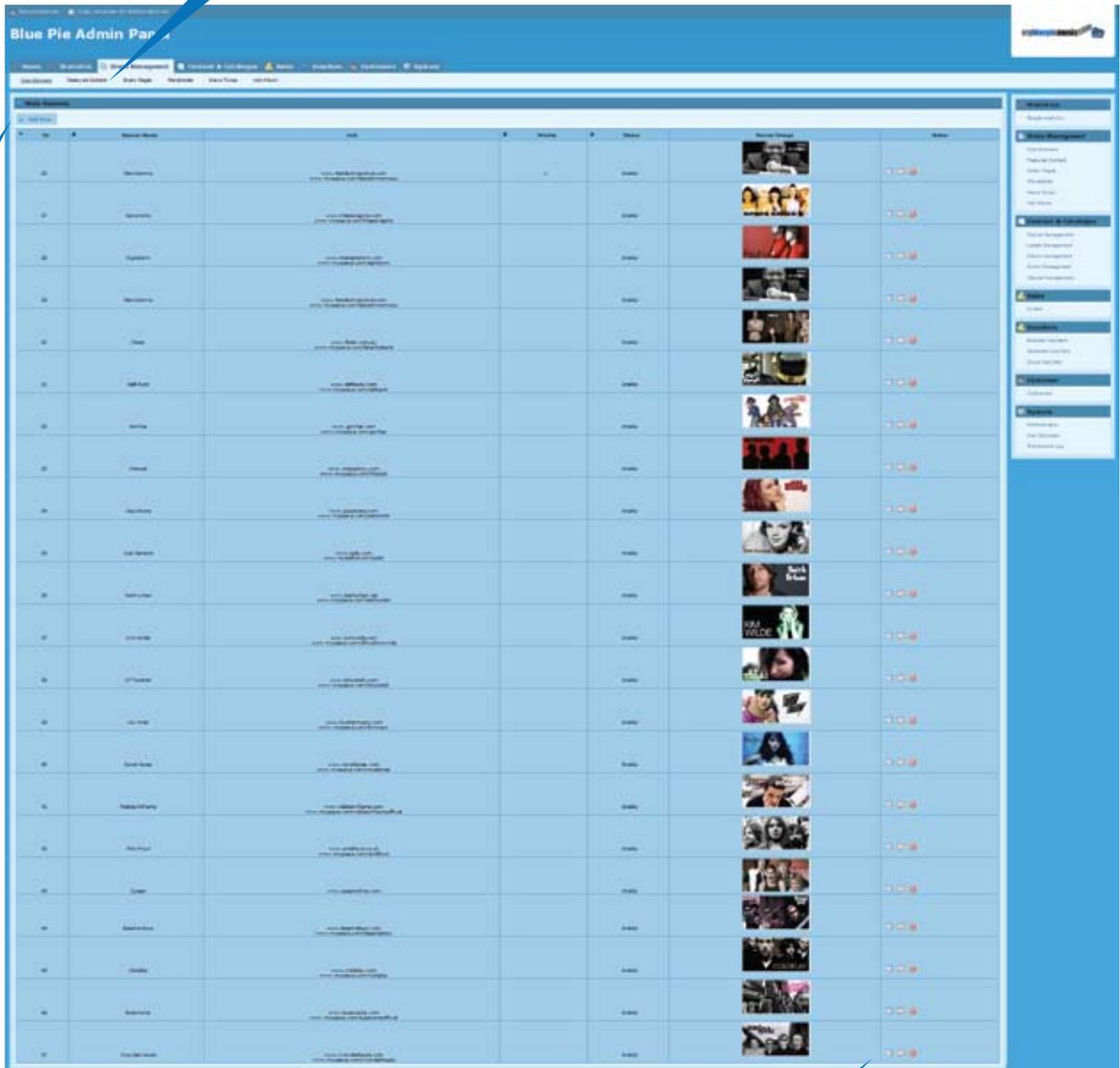
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- ADMIN CONSOLE - STORE MANAGERMENTS - BANNERS

Sub-navigation bar

Add New



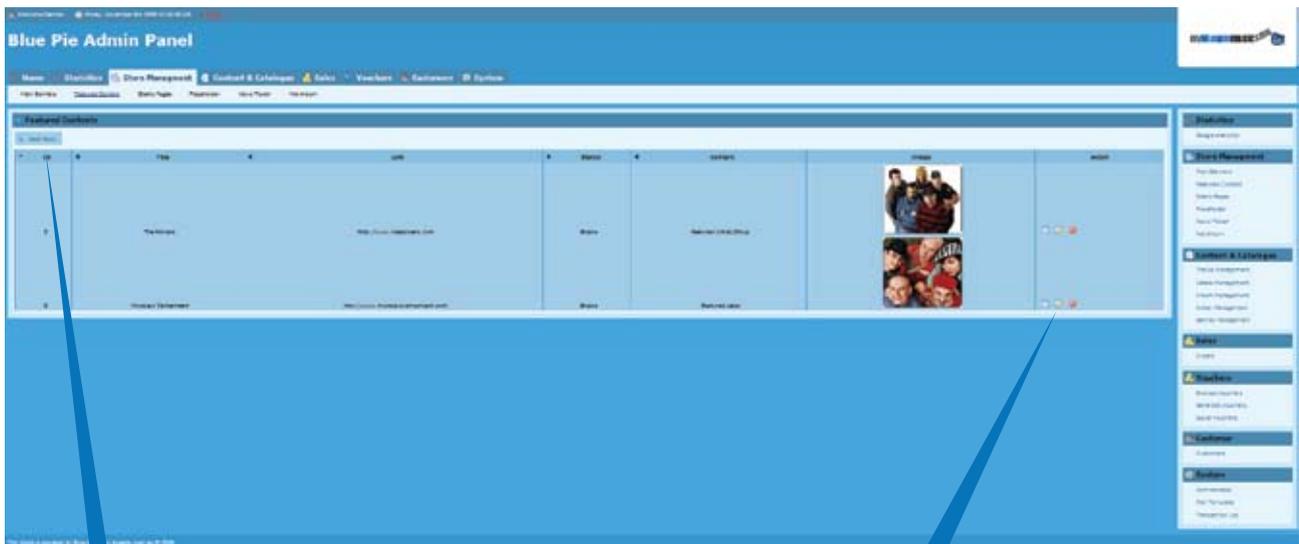
Options to modify any banner of your choice.



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- ADMIN CONSOLE - STORE MANAGERMENTS - FEATURED CONTENT



Add New

Options to modify any selection of your choice.



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- ADMIN CONSOLE - STATIC PAGES

The screenshot shows the 'Blue Pie Admin Panel' interface. At the top, there's a navigation bar with tabs for Home, Statistics, Store Management, Content & Catalogue, Sales, Vouchers, Customers, and System. Below this is a sub-navigation bar with links for Main Banners, Featured Content, Static Pages, Facebook, News Ticker, and Hot Album. The main content area is titled 'Static Pages' and contains a table with columns for ID, Page Header, Page Code, Status, and Action. The table lists several pages, including 'CONTACTUS', 'PRIVACY POLICY AND TERMS OF USE', 'ABOUT US', 'AFFILIATE PROGRAMS', 'HELP', and 'MY BSB'. A sidebar on the right contains various management options categorized under Statistics, Store Management, Content & Catalogue, Sales, Vouchers, Customer, and System. Two blue arrows point from the 'Add New' link and the 'Action' column of the table to explanatory text below the screenshot.

Add New

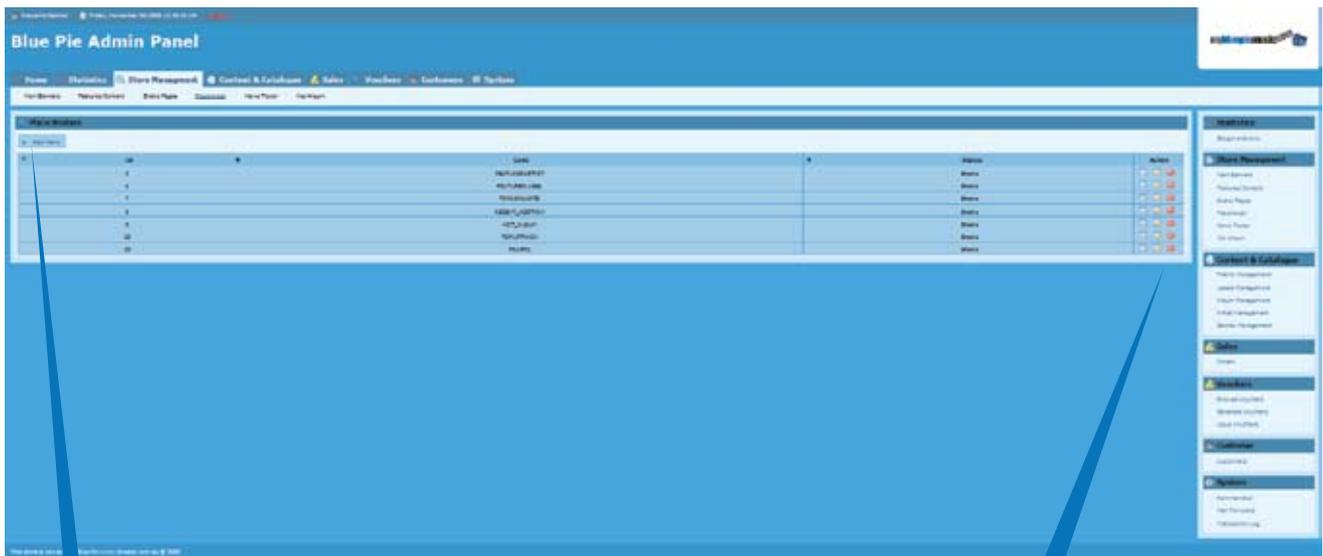
Options to modify any selection of your choice.



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- ADMIN CONSOLE - PLACEHOLDER



Add New

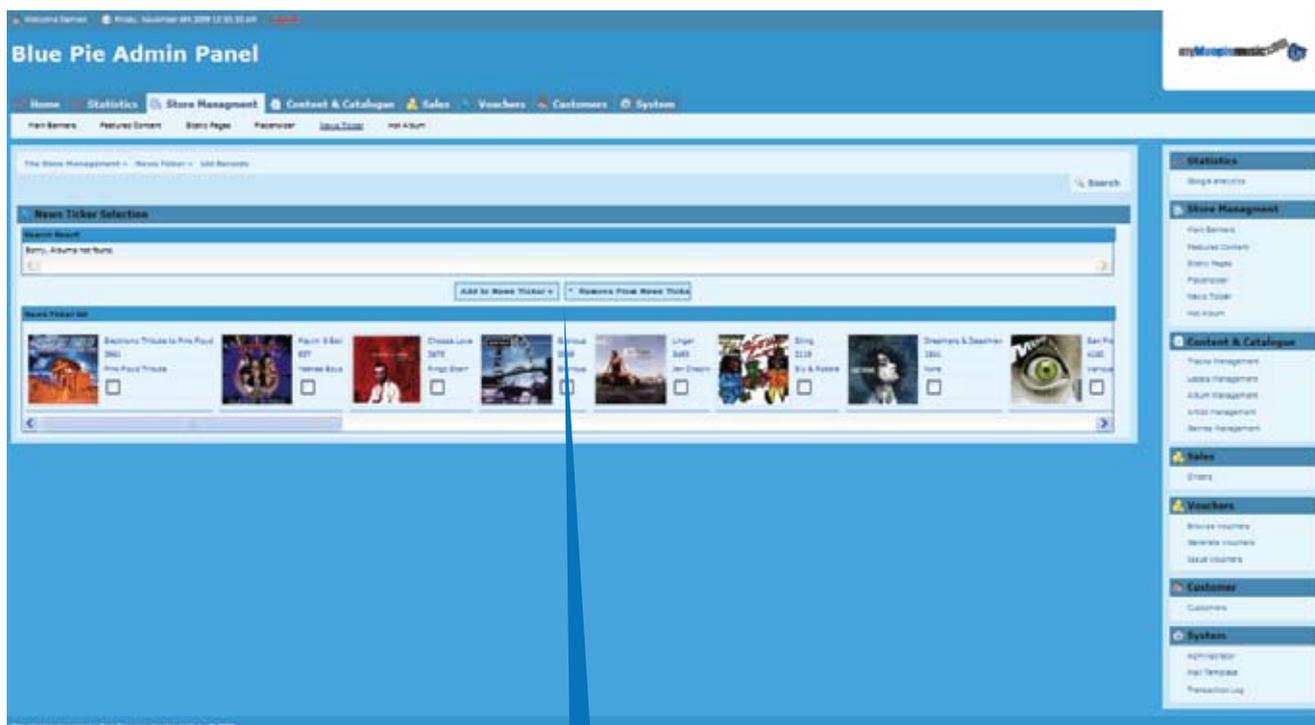
Options to modify
any Section of
your choice.



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- ADMIN CONSOLE - NEWS TICKER



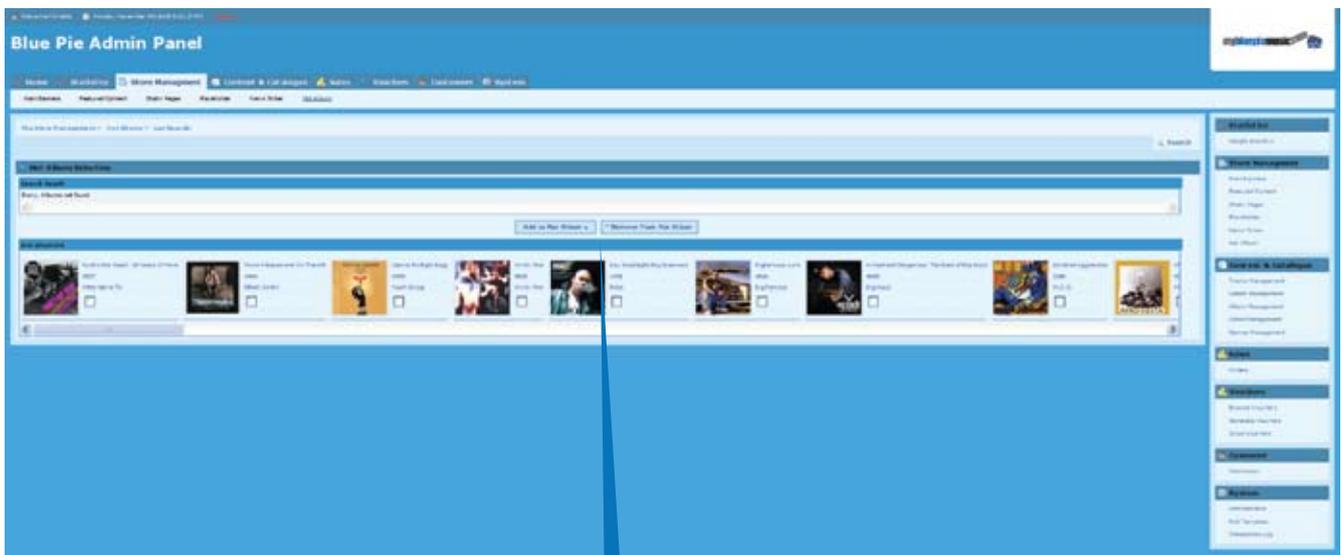
Options to add or remove



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- ADMIN CONSOLE - HOT ALBUM



Options
to add or
remove



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- ADMIN CONSOLE - TRACKS MANAGEMENT

The screenshot shows the 'Blue Pie Admin Panel' interface. At the top, there are navigation tabs for 'Home', 'Marketing', 'Music Management', 'Content & Catalogue', 'Users', 'Broadcast', 'Confessions', and 'System'. Below these are sub-tabs for 'Albums & Catalogue', 'Labels Management', 'Albums Management', 'Artists Management', and 'Tracks Management'. The main content area is titled 'Tracks' and displays a table of tracks. The table has the following columns: ID, Album ID, Label Name, Track Name, Artist Name, Track Status, Length, Price, and Date. The table contains 100 rows of track data. A large blue arrow points from the table towards the right side of the page.

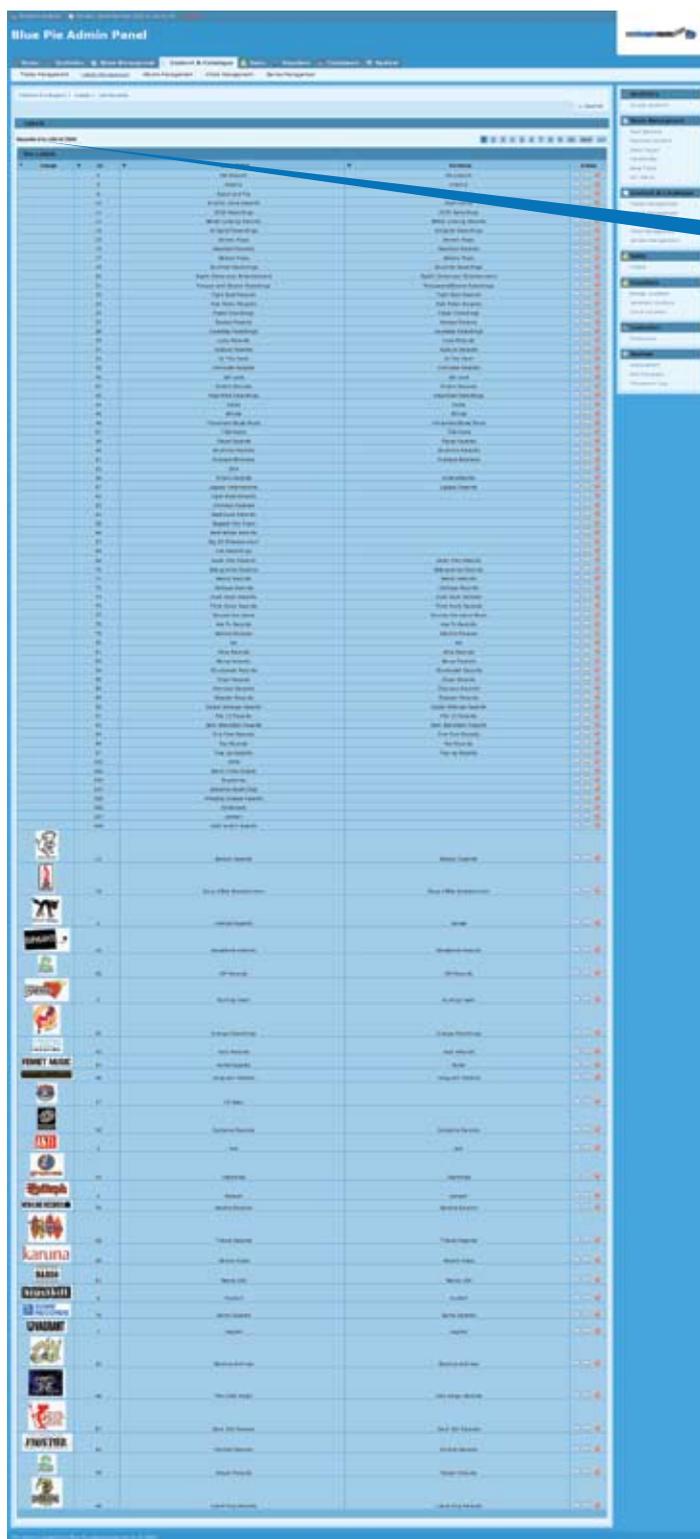
Listing of all Tracks



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- ADMIN CONSOLE - LABELS MANAGEMENT



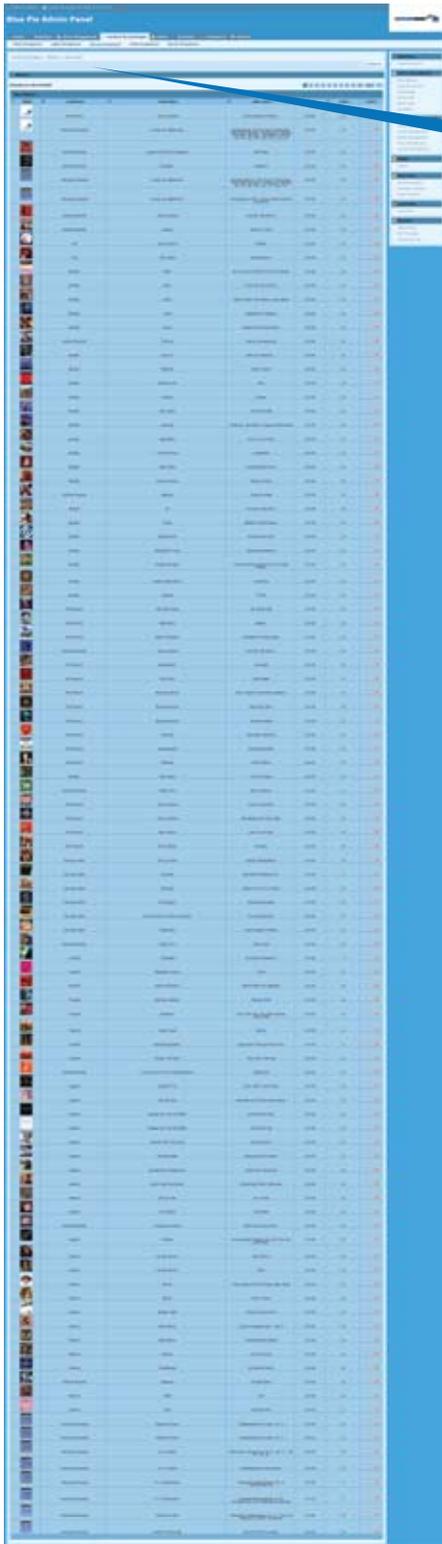
Listing of all labels



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- ADMIN CONSOLE - ALBUMS MANAGEMENT



Listing of all albums



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- ADMIN CONSOLE - ARTIST MANAGEMENT

Blue Pie Admin Panel

Home | Statistics | Music Management | Content & Catalogue | Tools | Analytics | Customers | Support

Profile Management | Labels Management | Artists Management | Albums Management | Service Management

Content & Catalogue > Artists > List of Artists

ID	First Name	Last Name	Album	Status	Action
1	Superstar	Superstar & The Zombies	Superstar	Active	[Icons]
2	The	Band	The Band	Active	[Icons]
3		Superstar	Superstar	Active	[Icons]
4		Superstar	Superstar	Active	[Icons]
5		Superstar	Superstar	Active	[Icons]
6		Superstar	Superstar	Active	[Icons]
7		Superstar	Superstar	Active	[Icons]
8		Superstar	Superstar	Active	[Icons]
9		Superstar	Superstar	Active	[Icons]
10		Superstar	Superstar	Active	[Icons]
11		Superstar	Superstar	Active	[Icons]
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13		Superstar	Superstar	Active	[Icons]
14		Superstar	Superstar	Active	[Icons]
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17		Superstar	Superstar	Active	[Icons]
18		Superstar	Superstar	Active	[Icons]
19		Superstar	Superstar	Active	[Icons]
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23		Superstar	Superstar	Active	[Icons]
24		Superstar	Superstar	Active	[Icons]
25		Superstar	Superstar	Active	[Icons]
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27		Superstar	Superstar	Active	[Icons]
28		Superstar	Superstar	Active	[Icons]
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30		Superstar	Superstar	Active	[Icons]
31		Superstar	Superstar	Active	[Icons]
32		Superstar	Superstar	Active	[Icons]
33		Superstar	Superstar	Active	[Icons]
34		Superstar	Superstar	Active	[Icons]
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37		Superstar	Superstar	Active	[Icons]
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51		Superstar	Superstar	Active	[Icons]
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53		Superstar	Superstar	Active	[Icons]
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57		Superstar	Superstar	Active	[Icons]
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68		Superstar	Superstar	Active	[Icons]
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72		Superstar	Superstar	Active	[Icons]
73		Superstar	Superstar	Active	[Icons]
74		Superstar	Superstar	Active	[Icons]
75		Superstar	Superstar	Active	[Icons]
76		Superstar	Superstar	Active	[Icons]
77		Superstar	Superstar	Active	[Icons]
78		Superstar	Superstar	Active	[Icons]
79		Superstar	Superstar	Active	[Icons]
80		Superstar	Superstar	Active	[Icons]
81		Superstar	Superstar	Active	[Icons]
82		Superstar	Superstar	Active	[Icons]
83		Superstar	Superstar	Active	[Icons]
84		Superstar	Superstar	Active	[Icons]
85		Superstar	Superstar	Active	[Icons]
86		Superstar	Superstar	Active	[Icons]
87		Superstar	Superstar	Active	[Icons]
88		Superstar	Superstar	Active	[Icons]
89		Superstar	Superstar	Active	[Icons]
90		Superstar	Superstar	Active	[Icons]
91		Superstar	Superstar	Active	[Icons]
92		Superstar	Superstar	Active	[Icons]
93		Superstar	Superstar	Active	[Icons]
94		Superstar	Superstar	Active	[Icons]
95		Superstar	Superstar	Active	[Icons]
96		Superstar	Superstar	Active	[Icons]
97		Superstar	Superstar	Active	[Icons]
98		Superstar	Superstar	Active	[Icons]
99		Superstar	Superstar	Active	[Icons]
100		Superstar	Superstar	Active	[Icons]

Listing of all artists



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- ADMIN CONSOLE - GENRE MANAGEMENT

Blue Pie Admin Panel

Home Dashboard User Management Content & Catalogue Sales Structure Customers System

Genre Management Album Management Music Management Media Management Artists Management

Content & Catalogue > Artists > All Artists

Listing of all genres

ID	Parent ID	Genre	Status
3251	0	Blues	1
3252	3251	Blues Rock	1
3253	0	Classical	1
3254	3253	Classical	1
3255	3254	Classical	1
3256	3255	Classical	1
3257	3256	Classical	1
3258	0	Folk	1
3259	0	Funk	1
3260	0	Hard Rock	1
3261	0	Heavy Metal	1
3262	0	Jazz	1
3263	0	Pop	1
3264	0	R&B	1
3265	0	Rock	1
3266	0	Rock	1
3267	3266	Rock	1
3268	0	Rock	1
3269	0	Rock	1
3270	0	Rock	1
3271	0	Rock	1
3272	0	Rock	1
3273	0	Rock	1
3274	0	Rock	1
3275	3274	Rock	1
3276	0	Rock	1
3277	0	Rock	1
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3279	0	Rock	1
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3281	0	Rock	1
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3299	0	Rock	1
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3301	0	Rock	1
3302	0	Rock	1
3303	0	Rock	1
3304	0	Rock	1
3305	0	Rock	1
3306	0	Rock	1
3307	0	Rock	1
3308	0	Rock	1
3309	0	Rock	1
3310	0	Rock	1
3311	0	Rock	1
3312	0	Rock	1
3313	0	Rock	1
3314	0	Rock	1
3315	0	Rock	1
3316	0	Rock	1
3317	0	Rock	1
3318	0	Rock	1
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3320	0	Rock	1
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3323	0	Rock	1
3324	0	Rock	1
3325	0	Rock	1
3326	0	Rock	1
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3328	0	Rock	1
3329	0	Rock	1
3330	0	Rock	1
3331	0	Rock	1
3332	0	Rock	1
3333	0	Rock	1
3334	0	Rock	1
3335	0	Rock	1
3336	0	Rock	1
3337	0	Rock	1
3338	0	Rock	1
3339	0	Rock	1
3340	0	Rock	1
3341	0	Rock	1
3342	0	Rock	1
3343	0	Rock	1
3344	0	Rock	1
3345	0	Rock	1
3346	0	Rock	1
3347	0	Rock	1
3348	0	Rock	1
3349	0	Rock	1
3350	0	Rock	1
3351	0	Rock	1
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3438	0	Rock	1
3439	0	Rock	1
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3496	0	Rock	1
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3498	0	Rock	1
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3599	0	Rock	1
3600	0	Rock	1
3601	0	Rock	1
3602	0	Rock	1
3603	0	Rock	1
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3605	0	Rock	1
3606	0	Rock	1
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3608	0	Rock	1
3609	0	Rock	1
3610	0	Rock	1
3611	0	Rock	1
3612	0	Rock	1
3613	0	Rock	1
3614	0	Rock	1
3615	0	Rock	1
3616	0	Rock	1
3617	0	Rock	1
3618	0	Rock	1
3619	0	Rock	1
3620	0	Rock	1
3621	0	Rock	1
3622	0	Rock	1
3623	0	Rock	1
3624	0	Rock	1
3625	0	Rock	1
3626	0	Rock	1
3627	0	Rock	1
3628	0	Rock	1
3629	0	Rock	1
3630	0	Rock	1
3631	0	Rock	1
3632	0	Rock	1
3633	0	Rock	1
3634	0	Rock	1
3635	0	Rock	1



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- ADMIN CONSOLE - SALES

The screenshot shows the 'Blue Pie Admin Panel' interface. The main content area displays the 'Orders' section, which includes a search bar and a table listing all sales. The table has columns for Order ID, Customer ID, Order Date, Order Total (USD), Order Type, and Action. A blue arrow points from the 'Orders' section header to the table.

Order ID	Customer ID	Order Date	Order Total (USD)	Order Type	Action
82	388	2009-04-02	\$ 10.88	CreditCard	
84	388	2009-04-02	\$ 10.88	CreditCard	
86	384	2009-04-11	\$ 1.36	Paypal	
87	384	2009-04-12	\$ 0.88	Paypal	
88	384	2009-07-01	\$ 7.80	Voucher	
89	394	2009-07-31	\$ 13.88	Voucher	
100	298	2009-09-09	\$ 9.90	CreditCard	
101	408	2009-09-28	\$ 0.99	CreditCard	
112	18	2009-09-14	\$ 9.90	MasterCard	
114	18	2009-09-14	\$ 9.99	MasterCard	
108	472	2009-09-27	\$ 0.99	CreditCard	
162	367	2009-10-02	\$ 20.88	CreditCard	
163	367	2009-10-02	\$ 0.99	CreditCard	
164	367	2009-10-02	\$ 0.88	CreditCard	
165	367	2009-10-02	\$ 0.99	CreditCard	
166	367	2009-10-02	\$ 0.99	CreditCard	
167	367	2009-10-02	\$ 0.99	CreditCard	
168	367	2009-10-02	\$ 0.99	CreditCard	
169	367	2009-10-02	\$ 0.99	CreditCard	
170	367	2009-10-02	\$ 0.99	CreditCard	
171	367	2009-10-02	\$ 0.99	CreditCard	
172	367	2009-10-02	\$ 20.88	CreditCard	
173	367	2009-10-02	\$ 0.99	Voucher	
174	367	2009-10-02	\$ 10.88	Voucher	
177	367	2009-10-02	\$ 0.99	CreditCard	
178	367	2009-10-04	\$ 2.37	Voucher	
180	367	2009-10-04	\$ 0.99	Voucher	
181	367	2009-10-04	\$ 18.88	Voucher	
199	367	2009-10-12	\$ 11.88	Voucher	
216	367	2009-10-12	\$ 13.88	Voucher	
222	479	2009-10-12	\$ 0.91	Voucher	
224	488	2009-10-26	\$ 13.87	Voucher	
247	488	2009-11-08	\$ 13.94	Voucher	
258	488	2009-11-08	\$ 13.94	Voucher	

Listing of all sales



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- ADMIN CONSOLE - VOUCHERS

Blue Pie Admin Panel

Home | Staff | Site Management | Content & Catalogue | **Vouchers** | Customers | System

Content & Catalogue > Vouchers > All Vouchers

10 Vouchers

Showing 1 to 20 of 20

ID	number code	expiry	type	status	year	expiry date	issue date	redem date	user id	reference	action
1	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
2	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
3	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	21/09/09	279	mybluepie.com	
4	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09	31/09/09	287		
5	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
6	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
7	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
8	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
9	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
10	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
11	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
12	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	287		
13	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
14	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
15	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
16	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
17	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
18	43010001000	1/1	0.00	Issued	7400	30/09/09	30/09/09				
19	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
20	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
21	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
22	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
23	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
24	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
25	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
26	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
27	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
28	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
29	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
30	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
31	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
32	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
33	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
34	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
35	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
36	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
37	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
38	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
39	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
40	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
41	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
42	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
43	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
44	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
45	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
46	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
47	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
48	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
49	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
50	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
51	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
52	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
53	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
54	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
55	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
56	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
57	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
58	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
59	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
60	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
61	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
62	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
63	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
64	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
65	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
66	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
67	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
68	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
69	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		
70	43010001000	1/1	0.00	Redeemed	7400	30/09/09	30/09/09	30/09/09	285		

Listing of all vouchers



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- ADMIN CONSOLE - CUSTOMERS

A screenshot of the Blue Pie Admin Panel's 'Customers' page. The page has a blue header with the title 'Blue Pie Admin Panel' and a navigation menu. Below the header is a table listing customer records. The table has multiple columns, including ID, Name, Email, and other details. A blue arrow points from the table area to a text box on the right.

ID	Name	Email	Phone	Address	City	State	Postcode	Country	Created	Updated	Status
1	John Doe	john.doe@example.com	08 1234 5678	123 Main St	Perth	WA	6000	Australia	2009-11-01	2009-11-01	Active
2	Jane Smith	jane.smith@example.com	08 9876 5432	456 Park Ave	Perth	WA	6000	Australia	2009-11-02	2009-11-02	Active
3	Bob Johnson	bob.johnson@example.com	08 5555 1234	789 Hill Rd	Perth	WA	6000	Australia	2009-11-03	2009-11-03	Active
4	Alice Brown	alice.brown@example.com	08 3333 9876	101 Lake Dr	Perth	WA	6000	Australia	2009-11-04	2009-11-04	Active
5	Charlie White	charlie.white@example.com	08 2222 8765	202 Ocean Blvd	Perth	WA	6000	Australia	2009-11-05	2009-11-05	Active

Listing of records about all customers



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- ADMIN CONSOLE - SYSTEM - ADMINISTRATOR

Blue Pie Admin Panel

Home | Statistics | Store Management | Content & Catalogue | Sales | Vouchers | Customers | **System**

Administrators | Mail Template | Transaction Log

ID	UserName	Role	Login Date	Enabled	Action
13	Demian Reilly	Super Admin	2009-10-28	Yes	[edit] [delete]
14	Kulpa Shrestha	Super Admin	2009-10-28	Yes	[edit] [delete]
15	jeff	Super Admin	2009-10-28	Yes	[edit] [delete]
18	isa	Super Admin	2009-09-22	Yes	[edit] [delete]
20	Bill	Super Admin	2009-11-09	Yes	[edit] [delete]
21	Melanie Lieberberg	Super Admin	2009-11-09	Yes	[edit] [delete]
22	ADMIN@BPA	Super Admin	2009-09-01	Yes	[edit] [delete]

System

- Administrator
- Mail Template
- Transaction Log

Listing of all the Administrators of the back end system, including edit & Delete Options.



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- ADMIN CONSOLE - SYSTEM - MAIL TEMPLATE

Blue Pie Admin Panel

Home | Statistics | Store Management | Content & Catalogue | Sales | Vouchers | Customers | System

Administration | Mail Template | Transaction Log

ID	Mail Template Name	Mail From	Subject	Action
1	CSL_NOTICE	My Blue Pie Music Store	WELCOME (HTML)	
2	PURCHASE_RECEIPT_HTML	My Blue Pie Music Store	By Blue Pie Music Store Purchase	
6	PURCHASE_RECEIPT	My Blue Pie Music Store	By Blue Pie Music Store - Payment Receipt	
7	GIFT_VOUCHER	My Blue Pie Music Store	My Blue Pie Music Store - Gift Voucher	
8	SUBSCRIBE_HTML	My Blue Pie Music Store	My Blue Pie Music Store - Subscribe Newsletter	
9	SUBSCRIBE_HTML	My Blue Pie Music Store	My Blue Pie Music Store - Unsubscribe Newsletter	

The store is powered by Blue Pie e-commerce software © 2009

Statistics
Single analysis

Store Management
Product Management
Product Catalogue
Product Pages
Product Reviews
New Titles
Hot Items

Content & Catalogue
Tracks Management
Labels Management
Album Management
Artist Management
Genre Management

Sales
Orders

Vouchers
Issue Vouchers
Generate Vouchers
Issue Vouchers

Customer
Customers

System
Administration
Mail Template
Transaction Log

Listing of all the Mail Templates



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- ADMIN CONSOLE - SYSTEM - TRANSACTION LOG

Blue Pie Admin Panel

Home | Statistics | Store Management | Content & Catalogue | Sales | Vouchers | Customers | System

Transaction Log

#	ID	Action	Comment	Date	Status
1	1	Vendor debit balance done	user_id=400, balance=-1.94	08/11/09 02:10:00	OK
2	2	CardTokened aff success	user_id=400, mid=2008180202234007071, amount=(1.88)	08/12/09 02:10:00	OK
3	3	CardTokened aff success	user_id=400, mid=2008180202234007071, amount=(1.88) need to refund by aff id	08/12/09 02:10:00	OK
4	4	FeePa Express getBusinessCheckReady	user_id=400, amount=(1.88)	08/12/09 02:10:00	OK
5	5	Vendor debit balance done	user_id=400, balance=(1.97.98)	13/11/09 02:10:00	OK
6	6	Vendor debit balance done	user_id=400, balance=(1.97.98)	03/09/11 02:10:00	OK
7	7	FeePa cardToken input info by user	user_id=400, amount=(1.88)	02/09/09 02:10:00	OK
8	8	FeePa cardToken input info by user	user_id=400, amount=(1.88)	02/09/09 02:10:00	OK
9	9	FeePa cardToken doCardBy user	user_id=400, amount=(452004000433122), type=Card, amount=(0.93), name=David, [first], state=Victoria, [state], [country]	23/11/09 02:10:00	OK
10	10	FeePa cardToken doCardBy user	user_id=400, amount=(452004000433122), type=Card, amount=(0.93), name=David, [first], state=Victoria, [state], [country]	23/11/09 02:10:00	OK
11	11	FeePa cardToken doCardBy user	user_id=400, amount=(452004000433122), type=Card, amount=(0.93), name=David, [first], state=Victoria, [state], [country]	23/11/09 02:10:00	OK
12	12	Vendor debit balance done	user_id=400, balance=(1.97.98)	08/11/09 02:10:00	OK
13	13	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
14	14	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
15	15	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
16	16	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
17	17	FeePa cardToken input info by user	user_id=400, amount=(1.88)	02/09/09 02:10:00	OK
18	18	FeePa cardToken input info by user	user_id=400, amount=(1.88)	02/09/09 02:10:00	OK
19	19	FeePa cardToken doCardBy user	user_id=400, amount=(452004000433122), type=Card, amount=(0.93), name=David, [first], state=Victoria, [state], [country]	23/11/09 02:10:00	OK
20	20	CardTokened aff success	user_id=400, mid=2008180202234007071, amount=(1.88)	08/12/09 02:10:00	OK
21	21	Vendor debit balance done	user_id=400, balance=(1.97.98)	08/12/09 02:10:00	OK
22	22	Vendor debit balance done	user_id=400, balance=(1.97.98)	08/12/09 02:10:00	OK
23	23	Vendor debit balance done	user_id=400, balance=(1.97.98)	23/09/11 02:10:00	OK
24	24	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
25	25	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
26	26	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
27	27	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
28	28	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
29	29	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
30	30	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
31	31	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
32	32	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
33	33	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
34	34	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
35	35	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
36	36	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
37	37	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
38	38	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
39	39	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
40	40	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
41	41	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
42	42	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
43	43	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
44	44	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
45	45	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
46	46	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
47	47	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
48	48	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
49	49	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
50	50	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
51	51	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
52	52	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
53	53	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
54	54	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
55	55	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
56	56	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
57	57	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
58	58	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
59	59	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
60	60	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
61	61	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
62	62	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
63	63	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
64	64	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
65	65	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
66	66	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
67	67	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
68	68	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
69	69	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
70	70	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
71	71	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK
72	72	Vendor debit balance done	user_id=400, balance=(1.97.98)	02/09/09 02:10:00	OK

This site is powered by Blue Pie Productions Pty Ltd. © 2009

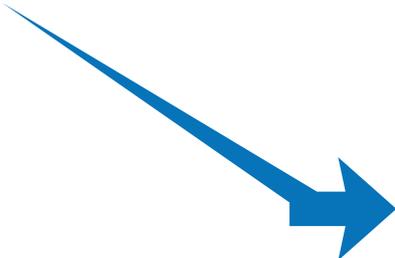
Log of all Transactions including User ID, Action, comments and date.



Branding & Website Development

www.mybluepiemusic.com

- GIFT CARDS



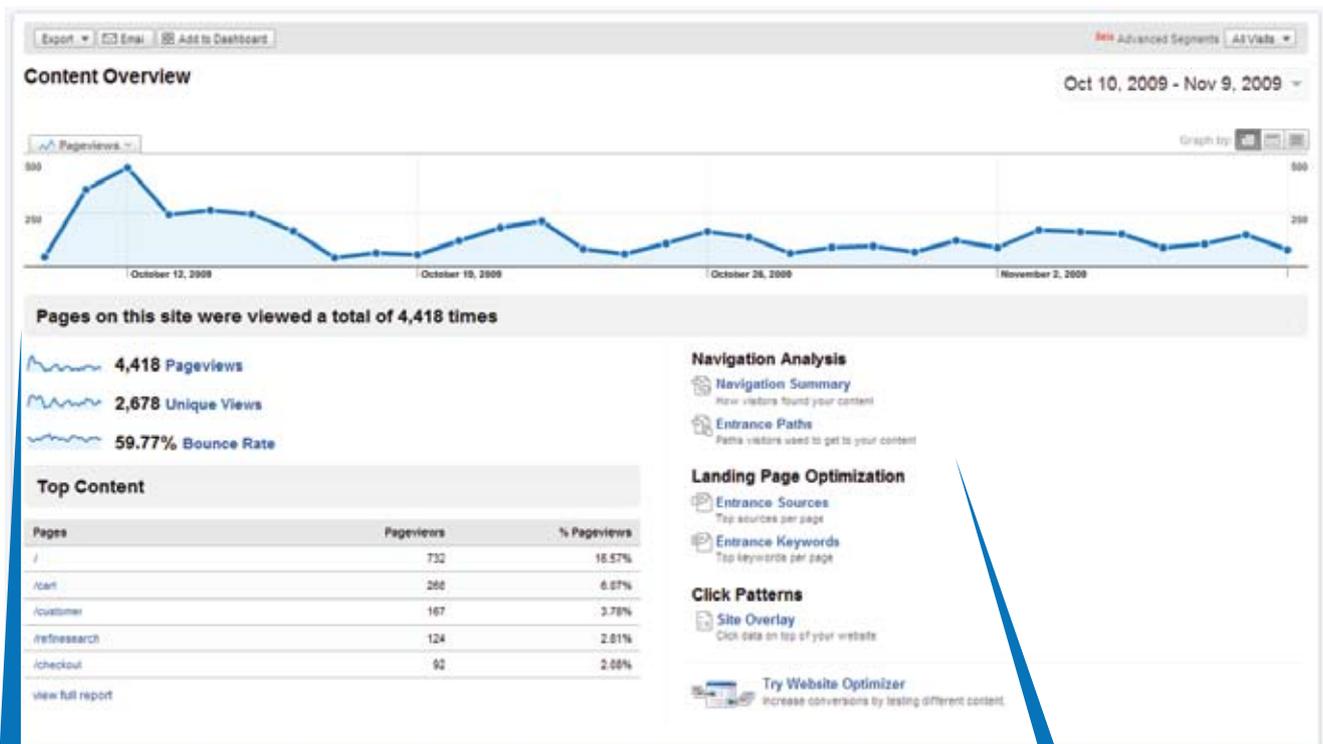
Digital music gift cards are designed and are put onto the website and can be purchased online.



Branding & Website Development

www.mybluepiemusic.com

- GOOGLE ANALYTICS - CONTENT OVERVIEW



Page Views



Other Options



Branding & Website Development

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- GOOGLE ANALYTICS - DASHBOARD

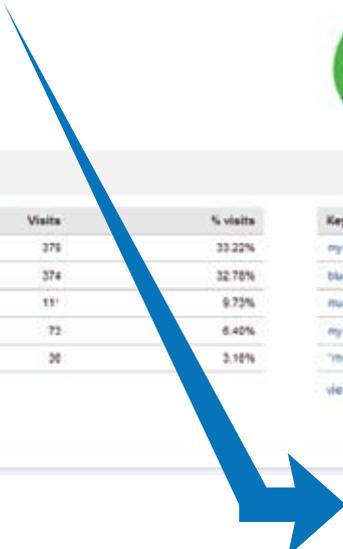
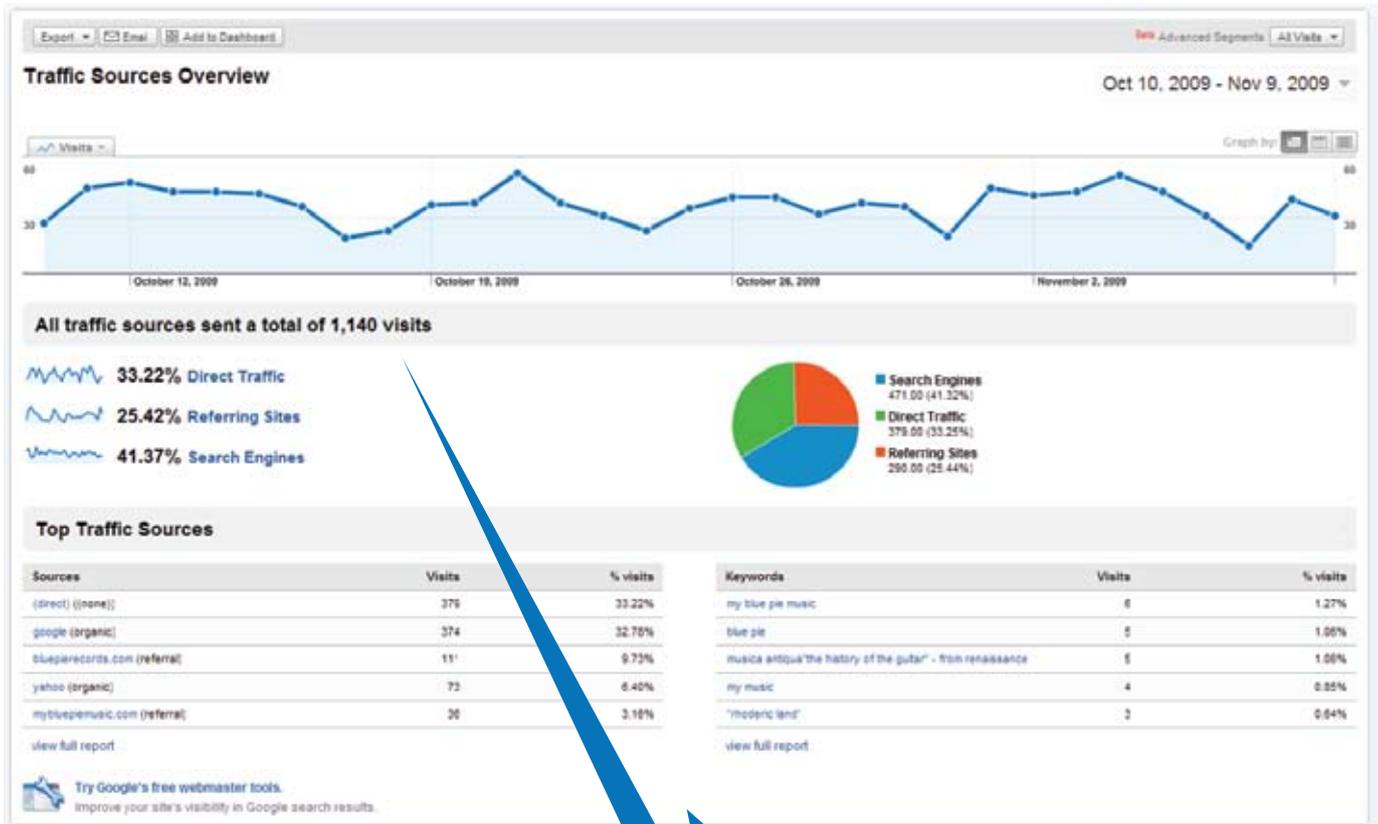




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- GOOGLE ANALYTICS - TRAFFIC SOURCES OVERVIEW



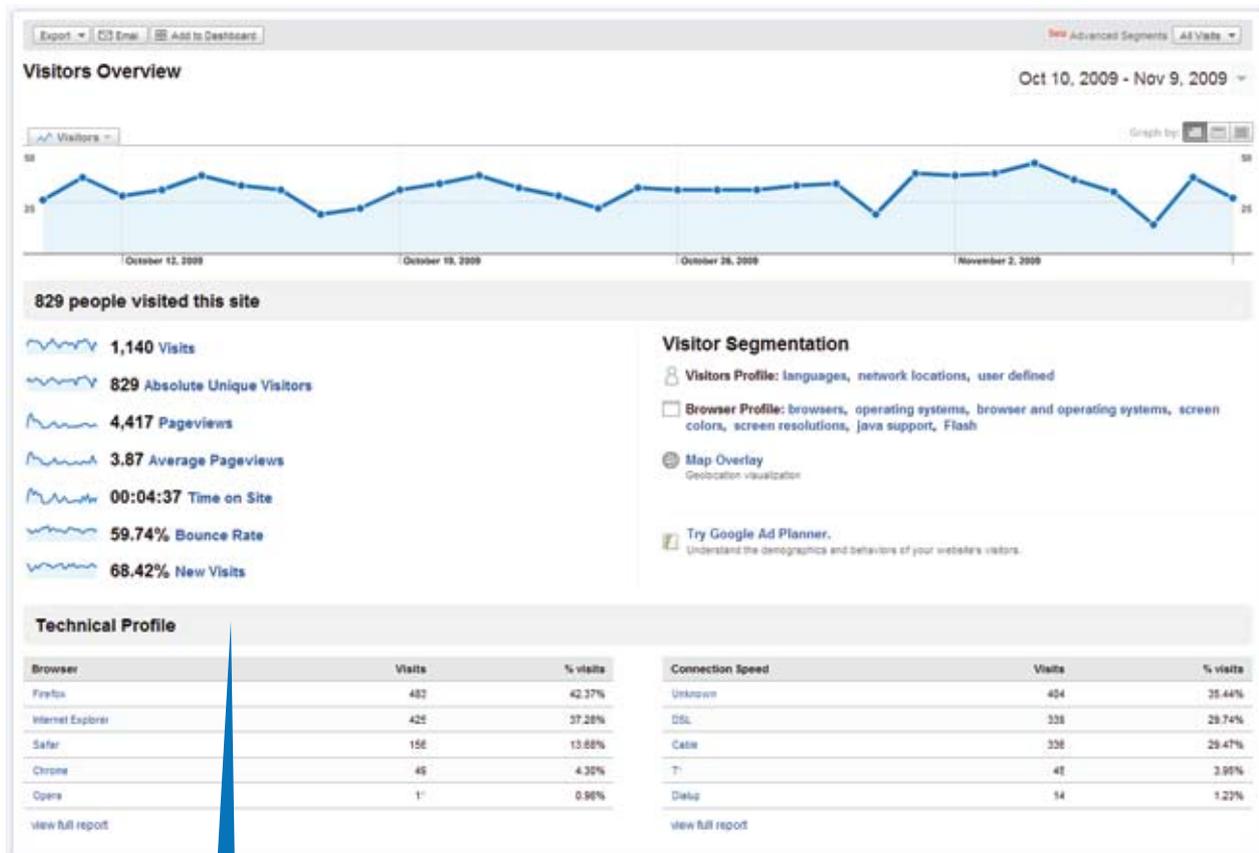
Traffic Sources Overview Including Direct Traffic, Referring sites & Search engines.



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www.mybluepiemusic.com

- GOOGLE ANALYTICS - VISITORS OVERVIEW



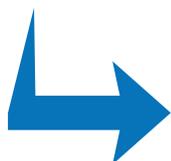
Types of visitors, technical profile, connection speed etc.

mybluepiemusic.com

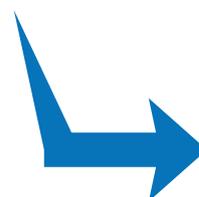
Branding & Website Development

www.mybluepiemusic.com

- MUSIC PLAYER & MUSIC VOUCHERS



Music player where viewers can listen to the music before they buy a song.



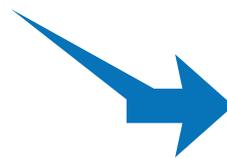
Online Music Vouchers



Branding & Website Development

www.mybluepiemusic.com

- BANNERS



Development and creation of customised website banners.



Branding & Website Development

www.mybluepiemusic.com

- SERVER ARCHITECTURE & DATA CENTRE

BluePie: Media Serving Architecture

Friday, January 18, 2008

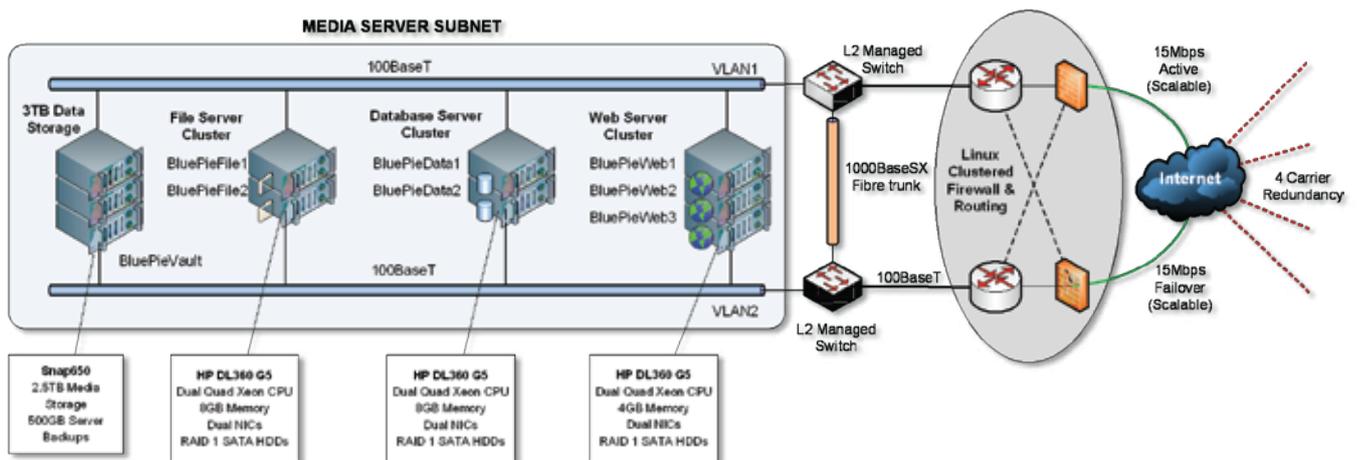


Diagram of the Blue Pie Media Serving Architecture



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www.mybluepiemusic.com

- NEWSLETTER



Newsletter Registration Confirmation



Newsletter Payment Receipt email



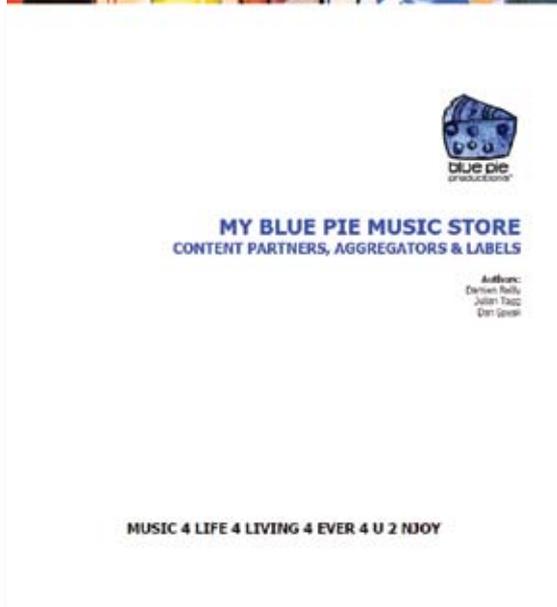
Newsletter Cancellation email



Branding & Website Development

www.mybluepiemusic.com

- CREATION OF THE STORES METADATA MANUAL



Branded
Cover Page

INDEX:

This document outlines the standard we use for importing digital content into our content management system. The closer the content is delivered to this standard, the easier it is for us to import. If you have any questions or would like to request a variation of this delivery specification, please email Damien at damiens@beavrnly.com.au.

FTP LOGIN DETAILS	_____
YOUR CHECK LIST	_____
FTP PROCESS	_____
TECHNICAL SUPPORT	_____
ACCOUNTS	_____
BLUE PIE STORES	_____
HARD DRIVES	_____
STATEMENTS & MANAGEMENT CONSOLE	_____
TAKE DOWN NOTICES & UPDATES	_____

ACTIVE STORES:

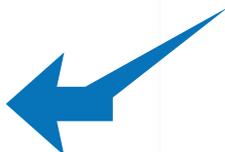


My Blue Pie Music Store: www.mybluepiemusic.com



Savvytunes Music Store: www.savvytunes.com

An outline of what is included in this document as well as active stories.





Branding & Website Development

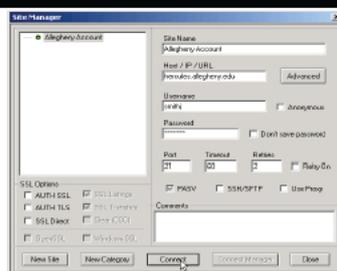
www.mybluepiemusic.com

- CREATION OF THE STORES METADATA MANUAL

FTP LOGIN DETAILS

FTP server: [bluepieinbox.bluepiedata.com](ftp://bluepieinbox.bluepiedata.com)
 FTP URL: <ftp://bluepieinbox.bluepiedata.com>
 Username: [ftp.bluepieinbox](ftp://bluepieinbox)
 Password: c3TGcrsr6

When you login you will see a file called:
BluePieInBox



FTP login details

YOUR CHECK LIST

STEP 1

Once you have logged into the blue pie FTP, click on new file.

STEP 2

Please make sure that you name the file " *Your Label Name* ", **THE ORCHARD FTP 1 ect** " to make it easy for us to recognize the information.

STEP 3

Then hit send and the content will be on its way.

STEP 4

Once completed please email a delivery notice to the email addresses below.

Damien Reilly damien@bluepie.com.au

Dan Speak - dan@bluepie.com.au

Catalogue Manager - catalogue@bluepie.com.au

Your checklist

FTP PROCESS

Once the content is loaded to the server we then start to process the content. Every morning at 8am we have an automatic script that runs to clear the **BluePieInBox** and move the content to the secure processing tank.

From there our content teams take over and process the content and prepare this for ingestion to our stores.

Please do not be alarmed if you log into the system the next day and see the folder is empty. All this means is that the content is now being processed.

FTP process



Branding & Website Development

www.mybluepiemusic.com

- CREATION OF THE STORES METADATA MANUAL

TECHNICAL SUPPORT

Damien Reilly damien@bluepie.com.au
Dan Speak - dan@bluepie.com.au

ACCOUNTS

Damien Reilly damien@bluepie.com.au
Please email through any new invoices etc to the above email address.

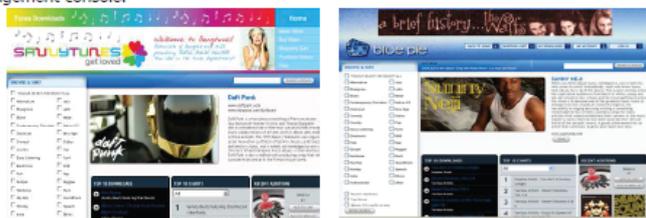
BLUE PIE ACTIVE STORES AUGUST 2008

We have two stores. See the following links:

www.mybluepiemusic.com

www.sawytunes.com.au

We have two more planned for launch by 3rd QTR 2008. We will alert you as and when new stores go live. You will be able to access all news updates + new stores going live via your management console.



HARD DRIVES

If sending large amounts of data that is ready to be ingested. We recommend sending the data via external hard drives. We use Lacie Terabyte drives and ship using Fedex. Once the ingestion has been complete the hard drives will be sent back to your nominated address.



STATEMENTS & MANAGEMENT CONSOLE

We will issue you with a management console and password for you to access:

- Sales Reports.
- Traffic details on the stores.
- Geographical sales reports - Where content is selling.
- Charts - What's is on the top of the charts with the Blue Pie stores.
- Other Blue Pie offers and services.
- Promotional and Marketing opportunities.
- Contact Details.
- Support Area - How to get support from Blue Pie etc
- Passwords are issued 30 days from the date of your agreement being signed

4

Technical Support

Accounts

Blue Pie active stores

Hard drives

Statements & managements console



Branding & Website Development

www.mybluepiemusic.com

- CREATION OF THE STORES METADATA MANUAL

Blue Pie North America Office

6511 NE 56th Way
Vancouver
WA 98661
USA
P : +1 360 601 6939
F : +1 360 326 1527
E : sales@bluepie.com.au
W : www.bluepie.com.au
W : www.mybluepiemusic.com

North America
Contact Details

TAKE DOWN NOTICES & UPDATES

Very occasionally errors occur, and content will need to be taken down from the various pages. Please issue any and all take down notices and changes to any of your content to:
Dan Speak - dan@bluepie.com.au
Catalogue Manager - catalogue@bluepie.com.au

Please note that take downs and updates will take 14 days to turn around from the time that we receive your notice. A confirmation email will be issued once the take down has been completed.

Take down
notices & updates

CONTACT DETAILS

Blue Pie Head Office
Technopark Unit 37
6 Herbert Street
St Leonards
NSW 2065
Australia
P : +61 2 9310 0155
F : +61 2 9310 0166
E : sales@bluepie.com.au
W : www.bluepie.com.au
W : www.mybluepiemusic.com

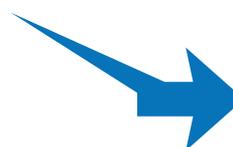
Blue Pie head
office Contact
Details



Branding & Website Development

www.mybluepiemusic.com

- GENERIC ALBUM ART



Album Artwork for
print plus smaller
thumbnails for web

size: 500x500 pixels



size: 200x200 pixels



size: 100x100 pixels



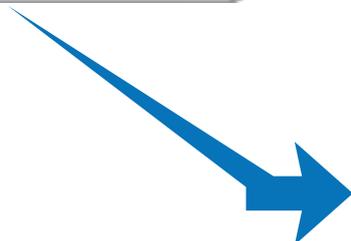
size: 60x60 pixels



Branding & Website Development

www.mybluepiemusic.com

- DEMO DUDE



My Blue Pie Music links to Demo Dude where you can read about content & reviews





Branding & Website Development

www.mybluepiemusic.com

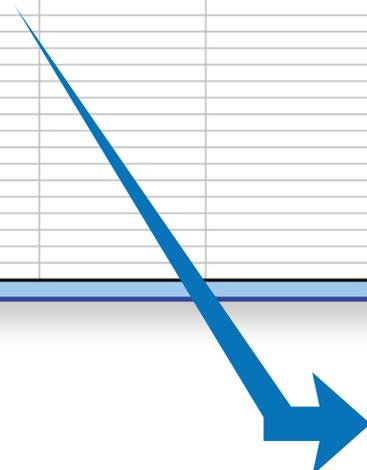
- AUTO STORE FINANCIAL MODEL CALCULATOR

THE BLUE PIE - AUTO INDUSTRY EXAMPLE COST MODEL 2009

Prepared by: Damien Reilly
Last Updated: 12.5.09

Car Marketing Budge per cart:	\$	1,000.00		
Annual Sales:		20000		
Quarterly Sales:		5000		
Total budget:	\$	5,000,000.00		
Applied to:		RRP	RAW COST	AVERAGE AD COST
Radio Ads:	\$	2,000,000.00	\$ 1,250,000.00	\$65
New Store:	\$	250,000.00	\$ 50,000.00	
Membership Card Blanks @\$2 Each:	\$	10,000.00	\$ 6,500.00	
Branded Media Player:	\$	750,000.00	\$ 375,000.00	\$ 75.00
	\$	3,010,000.00	\$ 1,681,500.00	
Concerts (4 per month per city)				% Share of radio ads
Sydney	\$	120,000.00	\$ 60,000.00	30%
Melbourne	\$	120,000.00	\$ 60,000.00	27%
Brisbane	\$	120,000.00	\$ 60,000.00	23%
Adelaide	\$	120,000.00	\$ 60,000.00	10%
Perth	\$	120,000.00	\$ 60,000.00	10%
TOTAL	\$	600,000.00	\$ 300,000.00	100%
Music Vouchers:				
Music Vouchers:	\$	5,000,000.00	\$ 1,750,000.00	
TOTAL RRP:	\$	8,610,000.00	\$ 3,731,500.00	
Gross Profit:				
Estimated Profit:	\$	1,268,500.00		
Consulting Costs + Operational Costs:				
Admin	\$	120,000.00		
Project Management	\$	50,000.00		
Greg Kings	\$	30,000.00		
	\$	200,000.00		
Net Profit:				
Net Profit before deductions and commissions	\$	1,068,500.00		
Greg Kings @ 20%	\$	213,700.00		
Total Net Profit:	\$	854,800.00		
SYSTEMS AND LEAD GENERATION TOOLS:				
1300 SUZUKI MUSIC				
1300 TRADE ME IN				
APRA Member 2.5%				
Existing customers 2.5%				
Membership Card				
Join the Car Club and get \$20 in music + membership				
Test drive a car and earn a music voucher				
Performance Bonus for cars sold over 5000 units per quarter:				
250	\$	12,500.00		
500	\$	25,000.00		
750	\$	37,500.00		
1000	\$	50,000.00		
1250	\$	62,500.00		
1500	\$	75,000.00		
1750	\$	87,500.00		
2000	\$	100,000.00		
2250	\$	112,500.00		
2500	\$	125,000.00		

Page 1



An Excel document which calculates profits comparing to annual sales, quarterly sales and the total budget of the project.



Branding & Website Development

www.mybluepiemusic.com

- PAYMENT SYSTEMS PAGE

PAYMENT METHODS

Please choose the payment method you prefer and, then fill in all required information. **Please make sure that you have selected an item in your shopping cart before you click to pay.**

 **Pay by my Account Balance**

You have **\$336.74** in your account available for you to make purchases. [PAY BY ACCOUNT BALANCE](#)

 **Pay by Music Vouchers**

Do you have a Music Voucher? Enter voucher code here [PAY BY MUSIC VOUCHER](#)

 **Pay by Credit card**    

Input your credit information then do the payment directly. [PAY BY CREDIT CARD](#)

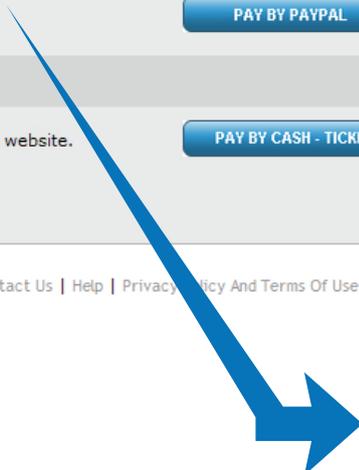
 **Pay by Paypal**

You can pay by email to our paypal account paypal@bluepie.com.au. If you are an existing paypal customer Please click here to [Pay Now](#) button. [PAY BY PAYPAL](#)

 **Pay by Cash-Ticket**

If you have a Cash-Ticket please click here, otherwise click [Cash-Ticket](#) website. [PAY BY CASH - TICKET](#)

[Home](#) | [Cart](#) | [Downloads](#) | [My Account](#) | [About Us](#) | [Affiliate Programs](#) | [Contact Us](#) | [Help](#) | [Privacy Policy](#) And [Terms Of Use](#)



This page on the website shows the users which payment methods the can choose from.



Branding & Website Development

www.mybluepiemusic.com

- HELP DESK



HELPDESK CENTRAL
Support Ticket System
Administration & Staff Login

Authentication Required

Username:

Password:

Login

Copyright © Blue Pie Productions

Login and see the Tickets page that displays all queries/problems.

HELPDESK CENTRAL
Support Ticket System

Welcome back, michelle | Staff Panel | My Preference | Log Out

Tickets Knowledge Base Directory My Account

Tickets New Ticket

Query: Search [Advanced]

Showing 1 - 14 of 14 Open Tickets View Open View Closed Refresh

Ticket	Date	Subject	Department	Priority	From
<input type="checkbox"/> 881202	15/11/2009	Attention Support Team	Support	Normal	info@report.bluepie.co
<input type="checkbox"/> 970957	15/11/2009	Music Voucher	Support	Normal	Jonathan Saville
<input type="checkbox"/> 352630	10/11/2009	about www.ourstage.com	Support	Normal	Ilya Truhanov
<input type="checkbox"/> 402229	01/11/2009	Re: SEO Services	Support	Normal	Gracie
<input type="checkbox"/> 781019	01/11/2009	SEO Services	Support	Normal	Gracie
<input type="checkbox"/> 322892	01/11/2009	(Spam?)(Score=9) SEO Services	Support	Normal	Gracie
<input type="checkbox"/> 330032	27/10/2009	PAYMENT?	Support	Normal	Fontaine Weyman
<input type="checkbox"/> 513391	26/10/2009	versatile1 has sent you an ...	Support	Normal	Eventful
<input type="checkbox"/> 652175	17/10/2009	My login to the report ...	Support	Normal	John Enghauser
<input type="checkbox"/> 571641	06/10/2009	Re: WELCOME EMAIL	Support	Normal	David Falls & Alison ...
<input type="checkbox"/> 824473	06/10/2009	Loggin in	Support	Normal	Sudhir
<input type="checkbox"/> 740703	06/10/2009	I would like to sell music of ...	Support	Normal	max gusev
<input type="checkbox"/> 257381	16/09/2009	Re: [#933858] Globalev's ...	Support	Normal	Shachi Estier
<input type="checkbox"/> 107553	15/09/2009	RE: Lost Password Retrived	Support	Normal	Zevon Hillz

Select: All None Toggle page: [1]

Close Reopen Delete

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Branding & Website Development

www.mybluepiemusic.com

- HELP DESK

HELPDESK CENTRAL
Support Ticket System

Welcome back, **michelle** | [Staff Panel](#) | [My Preference](#) | [Log Out](#)

Tickets Knowledge Base Directory My Account

Premade Replies New Premade Reply

Search for: category All Departments

Reply Title	Status	Category/Dept	Last Updated
Query returned 0 results			

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Help Desk, Knowledge base page shows all pre-made replys to tickets, and allows you to use a search to find a specific reply.

HELPDESK CENTRAL
Support Ticket System

Welcome back, **michelle** | [Staff Panel](#) | [My Preference](#) | [Log Out](#)

Tickets Knowledge Base Directory My Account

Staff Members

Search for: Dept. All Department

Staff Members

Name	Dept	Email	Phone	Mobile
Michelle Liebenberg	Design	michelle@bluepie.com.au		
Damien Reilly	Support	damien@bluepie.com.au	+61-2-9310-0155	+61-422-997-760
Maya Saada	Design	maya@bluepie.com.au		+61-420-412-856
Rufus P. Shrestha	Support	rufus@bluepie.com.au		+61-404-105-570
Hellmut Wolf	Support	hellmut@bluepie.com.au	+61-2-9310-0155	+61-416-898-171

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Help Desk, Directory shows a listing of all admin and their details.



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www.mybluepiemusic.com

- HELP DESK

HELPDESK CENTRAL
Support Ticket System

Welcome back, **michelle** | [Staff Panel](#) | [My Preference](#) | [Log Out](#)

Tickets Knowledge Base Directory **My Account**

[My Profile](#) [Preferences](#) [Change Password](#)

My Profile Info

Username: michelle

First Name: *

Last Name: *

Email Address: *

Office Phone: Ext

Cell Phone:

Signature:

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Help Desk, My Account shows my profile information as well as options to change password, go to more preferences, reset the account or change any account details.



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www.mybluepiemusic.com

- BRANDED MUSIC PLAYERS



My Blue Pie Music Branded Music Players and Packaging



Branding & Website Development

www.mybluepiemusic.com

- MAJOR ACHIEVEMENTS

Our Testing/Flagship store is a growing success with other markets now being explored as potential places for the business model to be replicated.



Site Launch Date: 1st of November 2007



Active Customers: 110, 000 as at the 1st of August 2009



Average daily site traffic: 300 users per day.



Active Newsletter: customers 110, 000 and growing daily.

\$10
Gift Card

Vouchers Sold: Over \$1,000,000 in music vouchers have been issued as at 1st of August 2009 and growing daily.



Branding & Website Development

www.mybluepiemusic.com

- MAJOR ACHIEVEMENTS

What our clients say!

The music vouchers are fantastic. We always get great comments from our customers. We work with most of the leading banks in Australia and some of the top reward programs and everyone loves the vouchers. Thanks Blue Pie for creating such a great value product.

Susan Sparkes - CEO
Heavenly - heavenly.com.au



These vouchers are great and so easy to sell to our customers. Our customers love them!

Vaughan Clarke - CEO
Shoppers Advantage - shoppersadvantage.com.au



The vouchers represent great value, they are easy to use and sell and we get no complaints. What more can you say!

Stuart Tabrett - CFO
Job Futures - jobfutures.com.au



We use the music vouchers to reward our many customers and to integrate them as part of our reward programs. Our customers send us great emails thanking us all the time. The store content is awesome and always growing. They always bring a good response from our customers.

Dan Speak - GM
Magic Blue Creative - magicbluecreative.com

MAGICBLUECREATIVE™

"We have had a great response to the music vouchers from our customers - and they are good value too!"

Julia Forté - Alliance Manager, Loyalty, Consumer Banking Solutions
National Australia Bank - www.nab.com.au

